

**TOURISM ADVISORY COUNCIL MEETING DRAFT MINUTES**  
**MARCH 7, 2012**  
**SPECIAL MEETING VIA CONFERENCE CALL**

**COUNCIL MEMBERS PRESENT**

Rhonda Fitzgerald, Chair—Whitefish  
Cyndy Andrus, Vice Chair—Bozeman  
Philip Aaberg—Chester  
Dan Austin—Billings  
Ed DesRosier—East Glacier Park  
Bev Harbaugh—Jordan

Kim Holzer—Stanford  
Bill McGladdery—Butte  
Meg O'Leary—Big Sky  
Stan Ozark—Glasgow  
Gail Richardson—Bozeman  
Amber Wood-Jensen--Butte

**COUNCIL MEMBERS NOT PRESENT**

Jackie Yellowtail—Crow Agency

**MONTANA OFFICE of TOURISM STAFF**

Anna Marie Moe—Industry Services & Operations Manager  
Barb Sanem—Industry Program/Compliance Specialist  
Carmen Levick—Administrative Assistant

**WEDNESDAY, MARCH 7, 2012**

**CALL TO ORDER, INTRODUCTIONS**

Council Chair, Rhonda Fitzgerald called the meeting of the Tourism Advisory Council (TAC) to order at 11:00 a.m. Introductions of Council members, Montana Office of Tourism (MTOT) staff followed.

**PUBLIC COMMENT**

No public comment was made.

**APPROVAL OF MINUTES**

- Approval of October 2-3, 2011 TAC Retreat Meeting Minutes
- Approval of October 4-5, 2011 TAC Meeting Minutes

**Gail Richardson moved to approve the minutes. Jackie Yellowtail seconded. Motion passed.**  
**Motion to ratify this action was unanimous.**

**CUSTER COUNTRY NAME CHANGE**—John Brewer, President/CEO, Montana's Custer Country, Inc.  
John Brewer announced that the Custer Country board members voted to change the region name to Southeast Montana.

**Jackie Yellowtail moved for the TAC to recognize the name change. Bev Harbaugh seconded. Motion passed.**  
**Motion to ratify this action was unanimous.**

Ed DesRosier commented that he would like to publicly thank the efforts of John Brewer and members of the board on the Custer Country name change and the efforts of the council to support that. He said it is a movement forward.

## **AUDITS:**

The Audits & Applications Committee recommended final approval for the following FY11 audits:

Gold West Country: Approval as submitted with uncommitted funds on hand of \$0.90.

**Gail Richardson moved to approve. Bill McGladdery seconded. Motion passed.**

**Motion to ratify this action was unanimous.**

Missouri River Country: Approval as submitted with uncommitted funds on hand of \$8.73.

**Cyndy Andrus moved to approve. Kim Holzer seconded. Motion passed.**

**Motion to ratify this action was unanimous.**

Big Sky CVB: Approval as submitted with uncommitted funds on hand of \$3,587.85.

**Cyndy Andrus moved to approve. Bev Harbaugh seconded. Motion passed.**

**Motion to ratify this action was unanimous.**

Butte CVB: Approval as submitted with uncommitted funds on hand of \$24,550.25.

**Cyndy Andrus moved to approve. Bev Harbaugh seconded. Motion passed.**

**Motion to ratify this action was unanimous.**

Kalispell CVB: Approval as submitted with uncommitted funds on hand of \$2,726.17.

**Gail Richardson moved to approve. Jackie Yellowtail seconded. Motion passed.**

**Motion to ratify this action was unanimous.**

Miles City CVB: Approval as submitted with uncommitted funds on hand of \$5,647.54.

**Gail Richardson moved to approve. Bev Harbaugh seconded. Motion passed.**

**Motion to ratify this action was unanimous.**

Missoula CVB: Approval as submitted with uncommitted funds on hand of \$9.96.

**Bev Harbaugh moved to approve. Bill McGladdery seconded. Motion passed.**

**Motion to ratify this action was unanimous.**

West Yellowstone CVB: Approval as submitted with uncommitted funds on hand of \$24,673.32.

**Bill McGladdery moved to approve. Jackie Yellowtail seconded. Motion passed.**

**Motion to ratify this action was unanimous.**

Whitefish CVB: Approval as submitted with uncommitted funds on hand of \$4,450.85.

**Bev Harbaugh moved to approve. Bill McGladdery seconded. Rhonda Fitzgerald abstained. Motion passed.**

**Motion to ratify this action was passed with Rhonda Fitzgerald abstaining.**

## **NEW PROJECT RECOMMENDATIONS:**

Gold West Country: The Audits & Applications Committee recommended preliminary approval for the project submitted by Gold West Country for a reprint and update of their birding brochure for \$10,000.

**Cyndy Andrus moved to approve the recommendation. Gail Richardson seconded. Motion passed.**

**Motion to ratify this action was unanimous.**

Missouri River Country: The Audits & Applications Committee recommended final approval for the project submitted by Missouri River Country for a mobile website for \$4,000.

**Stan Ozark moved to approve the recommendation. Cyndy Andrus seconded. Motion passed.**

**Motion to ratify this action was unanimous.**

**SITE SELECTION TASK FORCE**—Meg O’Leary, Chair

Meg reviewed the criteria for the site selection process for upcoming meetings. The Site Selection Task Force would like to see the TAC travel to smaller communities for the annual October meeting. After much discussion, it was determined that any community can bid on any meeting.

**Gail Richardson moved that any community can bid on any meetings, but that the criteria application forms would be changed to have one for communities over 8,000 in population and one for communities under 8,000 in population. Meg O’Leary seconded. Motion passed**  
**Motion to ratify this action was unanimous.**

**TOURISM RESEARCH/PUBLIC AWARENESS COMMITTEE**—Bill McGladdery, Chair

The recommendation of the Tourism Research/Public Awareness committee was to approve the following five research projects for a total of \$157,900.

	<b><u>Operating</u></b>	<b><u>Salary/ Benefits</u></b>	<b><u>Total</u></b>
1. Montana Tourism Job Analysis	\$7,000	\$49,200	\$56,200
2. Economic Impact of the Beartooth Highway	\$19,210	\$30,790	\$50,000
3. Economic Impact of Tourism by County (15 Counties)	\$3,000	\$11,300	\$14,300
4. Analysis of Montana’s Gateways & Travel Routes	\$0	\$17,200	\$17,200
5. Case Study: Impact of Hotels in Small Communities	\$2,000	\$18,200	\$20,200
<b>Total</b>	<b>\$31,210</b>	<b>\$126,690</b>	<b>\$157,900</b>

**Bev Harbaugh moved to approve the recommendation of the committee. Meg O’Leary seconded the motion.**

**Motion passed.**

**Motion to ratify this action was unanimous.**

**ADJOURNMENT**

The meeting was adjourned at 11:20 a.m.